

ILLINOIS COMMISSION - NEW YORK WORLD'S FAIR

To: Ralph G. Newman
From: Jim Cassin
Subject: Suggested Letter to Walt Disney

There are two reasons why I suggest this letter to Disney. First of all, I feel we are in the dark about the programming of the Lincoln figure and possible modification of the pre-show that is rumored by the second echelon Disney people. I think we ought to ask himself just what is going to happen.

Secondly, Mickey Clark, the WED Treasurer, called to inform me that he questions their responsibility for any of the electrical charges which they authorized during the frantic final days before opening. Of course I have no intention of conceding their point, although I expect to see a platoon of attorneys appear again. I think it is wise for us to put Disney on notice once more that the Illinois well is dry.

Please modify the letter to fit your feelings.

JAC:imr

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draft
JACassin/imr
8/4/64

Mr. Walt Disney
500 S. Buena Vista Street
Burbank, California

Dear Walt:

Jim Cassin and I have been receiving a number of inquiries from the World's Fair Corporation, State officials, and our local press in regard to possible modifications of our Lincoln show at the Illinois Pavilion. It will be helpful to my Commission to have a better idea of what you have in mind for 1965.

It would be particularly essential for us to have some ammunition in terms of the Disney production improvements and additions when we present the Legislature with our request for additional funds, including your 1965 fee of \$250,000.

Specifically, I would like to call to your attention the widespread impression that Lincoln will eventually deliver other speeches at the Illinois Pavilion and that the animation will be brought to the standard of perfection which you described in our most successful Springfield converences last year.

I know that you have been kept informed of the response to your shows at the Illinois Pavilion and once again let me express the appreciation of the Commission for your continuing assistance. I am perfectly aware of your personal interest in this as reflected in the help provided to the Pavilion management by your technical, crowd control, and merchandising staffs. I trust that you appreciate that we have financial limitations and I only wish that we could compensate you for the extra costs which you have faced, just as we have.

I look forward to hearing from you and to seeing you again in the very near future.

Best,

Ralph G. Newman